

# Huhtamaki

## 2020 Q4 Trends Report



Outdoor Dining



Loyalty & Subscription Programs



Drink Trends



## I. Outdoor Dining

Al fresco is in! With outdoor dining becoming the public preference, northern cities are getting creative with ways to cater to customers during the colder months.

# Chicago

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With proper permits, the city is allowing structures with **50% open sides with airflow** for outdoor diners or structures with **proper ventilation** for individual parties.

The city's "**Winter Design Challenge**" dared participants to dream up more **unique, open-air structures.**  
The results?

Luxury Yurts | Converted Chicago Buses & Trains | Greenhouses

# New York City

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NYC Mayor Bill de Blasio extended the popular **outdoor dining program** permanently, so restaurants can continue serving **in streets, on sidewalks** and in **other public spaces**.

As temps fall, restaurants can use **propane heaters** to keep customers warm or enclose their outdoor space with **up to 25% capacity**.



**Kyma Restaurant**, for example, is taking advantage of the scaffolding outside its building, along with a built-in pergola, to help block wind and make guests more comfortable.



# Across the Country

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Other cold weather comforts that restaurants are providing:



Blankets



Table Heaters



Tents  
With Flaps

Restaurants are also updating their menus to keep patrons warm and happy with **heartier offerings**, like chicken soup, mashed potatoes and hot cocktails.



## II. Drink Trends

Recent foodservice shake-ups are causing restaurants to look to their liquid offerings for innovation opportunities and to increase profit margins.

# Innovation

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**Taco Bell™** locations in Canada drummed up excitement for the launch of the Toasted Cheesy Chalupa by pairing it with **Jalapeño Noir**, a limited-edition red wine.

Speaking of pairs, **Red Lobster** released the first official Mountain Dew cocktail, the **Dew Garita**, which is said to complement the chain's famous Cheddar Bay Biscuits nicely.





# Innovation

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While not a new cocktail globally,  
**Japanese Highballs**  
have made it stateside.

Consisting of ice cubes topped with Japanese whisky and soda, these drinks are currently found on **1.4% of U.S. menus**, which is a **78% increase** over the past four years – a jump that is expected to continue to grow.





# Innovation

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Trends in contactless services have made **ready-made cocktails** a great choice for bars, restaurants and even hotels.

Marriott Hotels® across the country are giving their canned cocktails a little local flair.

Kansas City: Bottled barrel-aged Manhattans  
Beverly Hills: Canned margaritas & mojitos

# Profit

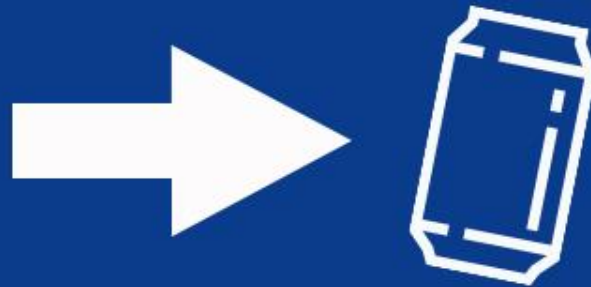
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Historically an alcohol-free establishment, **Cracker Barrel**<sup>®</sup> introduced wine and beer to approximately 100 locations this summer with more to come online by the end of 2021.



# Profit

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Restaurants in many states are also taking advantage of relaxed laws surrounding **to-go alcoholic beverages** with new offerings.

Wine Kits | Virtual Wine Classes | Dealer's Choice 6-Bottle Packs



### III. Loyalty & Subscription Programs

Brands are starting new loyalty programs or reinvigorating old ones to ensure they are adding value to the customer experience and generating revenue.

**Loyalty members tend to spend more**  
than regular customers.

**19% of customers** said loyalty programs are  
enough incentive for them to try a new QSR.





**Wendy's ReWards** launched this summer.

To strengthen mobile efforts, the loyalty program awards points toward discounts and free offerings when customers order through the Wendy's app or by scanning an in-app QR code at the counter or drive-thru.

# Wendy's®

The chain hopes to learn more about ordering behavior as well as boost sales, as recent research shows **digital customers spend 20–60% more** through mobile ordering and **visit 4x more** often than traditional diners.





The chain added a loyalty program to its app to **encourage contactless mobile payment.**

For every 250 points earned, there is a reward such as a discount or free item, in addition to birthday surprises and exclusive giveaways.



**Stars for Everyone** is an update to Starbucks' loyalty program that makes it easier to earn "stars" and to pay. Users can now simply scan their app to use cash, credit, debit or mobile pay instead of having to preload payment onto their account.





Chipotle is taking a more exclusive approach by giving loyalty members **VIP access to LTOs.** Members were able to order the new carne asada a week before the protein launched for all customers.



In late February, Panera announced their **coffee** and **tea subscription service**, which includes unlimited coffee or tea for \$8.99/month.

# Panera

## BREAD®

Summer brought the

**#FREECOFFEE4SUMMER**

**campaign**, which allowed any user who signed up to get free coffee or tea until Labor Day. It resulted in **700,000 new users** compared to the 100,000 initial sign-ups in February.

# Other ways this subscription program is paying off:

Repeat Traffic: Frequency has **jumped 200%**.

Repeat Subscriptions: Panera is seeing a **90-95% renewal** reach each month.

Increased Check Sizes: Individuals are ordering their coffee AND food, with a **70% increase in food attachments**.

Off-Premise Consumptions + Restaurant Traffic: **75% of consumption was off-premise**, but Panera also saw those who were new to the brand asking about it in the restaurant.



# Huhtamaki

As a foodservice provider, it's important to stay on top of the trends that are important to consumers and their fluctuating lifestyles. From providing comfort and convenience to offering extra perks, Huhtamaki North America stays at the forefront of the trends that can help your business stay connected and navigate the ever-changing foodservice landscape.